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# Message Text

UNCLASSIFIED

PAGE 01 MANILA 14733 240949Z

60
ACTION CU-04

INFO OCT-01 EA-09 ISO-00 /014 W
---------- 087942
R 240720Z SEP 76
FM AMEMBASSY MANILA
TO USIA WASHDC
INFO AMEMBASSY BANGKOK
AMEMBASSY CANBERRA
AMEMBASSY KUALA LUMPUR
AMCONSUL PORT MORESBY
AMEMBASSY RANGOON
AMEMBASSY TOKYO
AMEMBASSY VIENTIANE
AMEMBASSY WELLINGTON
SECSTATE WASHDC 651

UNCLAS MANILA 14733
(IEA FOR CAUSEY, ICS FOR SCHNEIDMAN, STATE FOR CU/EA SWENSON)

E.O. 11652: N/A
SUBJ: WAYS OF LIFE ON AMERICAN FRONTIER EXHIBIT

REF: A) MANILA 8231, B) MANILA 12468, C) USIA 28565 CIRCULAR

1. ASSUME FROM NEW TITLE EXHIBIT CONCENTRATES ON PRAIRIE HOUSING.

2. THOUGH LESS TRENDY, POST PREFERS ORIGINAL TITLE. "O, GIVE ME A HOME" MAY RESONATE WITH MIDDLE-CLASS AMERICANS, BUT NOT NECESSARILY INTELLIGIBLE TO FOREIGN AUDIENCES. NOR IS "SAGA OF GREAT PLAINS" MEANINGFUL, EVEN IN US-KNOWLEDGEABLE PHILIPPINES.

3. BELIEVE ICS/CA'S BROWN WELL QUALIFIED TO ASSIST IN CONCEPTUALIZATION OF SUPPLEMENTARY PROGRAM MATERIALS, IDEAS.

4. TO REPEAT: WISH ATTEMPT THROUGH PROGRAMMING AROUND EXHIBIT, IF APPROPRIATE, TO DEMONSTRATE LINKS WITH FOREIGN CULTURES (TODAY AND/OR IN PAST) THROUGH EXPERIENCE OF AMERICAN PAST. INTERESTED IN UNDERLINING ECONOMIC, SOCIAL, CULTURAL SIMILARITIES BETWEEN
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NATIONS AT GIVEN STAGE OF DEVELOPMENT, WHERE WARRANTED. PLEASE

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REFER TO REFTELS FOR FURTHER THOUGHTS. CAN EXHIBIT SUPPORT SUCH EXAMINATION?

5. READY TO INVEST GRANT FOR ONE-COUNTRY AMSPEC WHO WILL DISCUSS IDEAS MERITING DEVELOPMENT BASED ON EXHIBIT.

6. UNFORTUNATELY, UNABLE ASSESS PROJECT'S WORTH ON BASIS OF TRAFFIC SO FAR. WOULD APPRECIATE SUBSTANTIVE RESPONSE TO REFTELS.

7. ADVISE.
SULLIVAN

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NNN

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# Message Attributes

**Automatic Decaptioning:** X
**Capture Date:** 01 JAN 1994
**Channel Indicators:** n/a
**Current Classification:** UNCLASSIFIED
**Concepts:** CULTURAL EXHIBITS
**Control Number:** n/a
**Copy:** SINGLE
**Draft Date:** 24 SEP 1976
**Decaption Date:** 01 JAN 1960
**Decaption Note:**
**Disposition Action:** n/a
**Disposition Approved on Date:**
**Disposition Authority:** n/a
**Disposition Case Number:** n/a
**Disposition Comment:**
**Disposition Date:** 01 JAN 1960
**Disposition Event:**
**Disposition History:** n/a
**Disposition Reason:**
**Disposition Remarks:**
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**Film Number:** D760362-0239
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**Handling Restrictions:** n/a
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**Original Previous Classification:** n/a
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**Reference:** 76 MANILA 8231, 76 MANILA 12468
**Review Action:** RELEASED, APPROVED
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**Secure:** OPEN
**Status:** NATIVE
**Subject:** WAYS OF LIFE ON AMERICAN FRONTIER EXHIBIT
**TAGS:** SCUL, RP
**To:** USIA
**Type:** TE
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